

WHAT IS CLAIMED:

112 vague #2 - what disorder of the skin?

1. A method of treating the skin comprising electrostatically spraying an emulsion composition onto the skin, wherein the emulsion comprises:

- a) from about 5% to about 75% of an insulating external phase comprising one or more liquid insulating materials; and
- b) from about 15% to about 80% of a conductive internal phase comprising one or more conductive materials.

2. A method according to claim 1 wherein the composition comprises from about 15% to about 70% of the insulating external phase and from about 20% to about 75% of the conductive internal phase.

3. A method according to claim 1 wherein the composition comprises from about 20% to about 60% of the insulating external phase and from about 30% to about 70% of the conductive internal phase.

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4. A method according to any of the preceding claims wherein the weight ratio of insulating external phase to conductive internal phase is about 0.2:1 to 8:1.

a):b) a):b)

5. A method according to any of the preceding claims wherein the insulating external phase has a viscosity of about 10,000 cSt or less.

6. A method according to any of the preceding claims wherein the insulating material of the external phase is selected from the group consisting of volatile silicones, volatile hydrocarbons, and mixtures thereof.

7. A method according to claim 6 wherein the insulating material comprises a cyclic polyalkylsiloxane having the formula $[\text{SiR}_2\text{-O}]_n$ wherein R is methyl and n is an integer of from about 4 to about 6.

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Species a)

a)

e) 8. A method according to claim 6 wherein the insulating material comprises C₈ to C₂₀ isoparaffin.

a) 9. A method according to claim 8 wherein the isoparaffin is isododecane, isohexadecane isoeicosane, or a mixture thereof.

8.02 Species b) 10. A method according to any of the preceding claims wherein the conductive internal phase comprises one or more liquid conductive materials.

b) 11. A method according to claim 10 wherein the conductive material of the internal phase is selected from the group consisting of water, alcohols, glycols, polyols, ketones and mixtures thereof.

b) 12. A method according to claim 10 wherein the conductive material of the internal phase is selected from the group consisting of alcohols, glycols, polyols and mixtures thereof.

b) 13. A method according to claim 10 wherein the conductive material of the internal phase is selected from the group consisting of propylene glycol, butylene glycol, dipropylene glycol, phenyl ethyl alcohol, ethanol, isopropyl alcohol, glycerin, 1,3-butanediol, 1,2-propane diol, isoprene glycol, water, acetone, and mixtures thereof.

b) 14. A method according to claim 10 wherein the conductive material of the internal phase is selected from the group consisting of propylene glycol, butylene glycol, ethanol, glycerin, water, and mixtures thereof.

b) 15. A method according to claim 10 wherein the conductive material of the internal phase is selected from the group consisting of propylene glycol, ethanol, and mixtures thereof

b) 16. A method according to claim 10 wherein the conductive material of the internal phase is propylene glycol.

17. A method according to any of the preceding claims wherein the composition comprises about 35 weight % or less solids.

18. A method according to any of the preceding claims wherein the composition comprises one or more ingredients selected from the group consisting of materials which impart film forming or substantive properties, powders, skin feel ingredients, emulsifiers, and structuring or thickening agents.

19. A method according to any of the preceding claims wherein the composition is a cosmetic foundation.

20. A method according to any of the preceding claims wherein the composition is electrostatically sprayed at a flow rate of from about 0.1 to about 100 ml/hr, a voltage of from about 1kV to about 20kV, and an application rate of from about 0.01 mg composition /cm² skin to about 12 mg composition/cm² skin.

21. A method according to claim 20 wherein the composition is electrostatically sprayed at a flow rate of from about 1 to about 30 ml/hr and a voltage of from about 6kV to about 20kV.

22. An electrostatic-spray apparatus for applying a cosmetic foundation to the face, comprising:

- a) a reservoir containing the cosmetic foundation to be delivered, the foundation being in electrostatically sprayable form;
- b) a delivery means which is a nozzle in communication with the reservoir, the nozzle having an end from which the foundation is sprayed;
- c) a high voltage generator generating voltage in the range of about 3kV to 20 kV powered from an electricity source;
- d) a control means for selectively applying the high voltage from the generator to the delivery means such that the apparatus has two or more speeds providing sprayed foundation at two or more flow rates corresponding to the speeds; and
- e) instructions in association with the apparatus for applying the foundation to the face, comprising instructions to, during application:
- (i) keep the end of the nozzle from about 9 to about 13 cm from the face;
 - (ii) move the nozzle at a steady pace without stopping while the apparatus is operating;
 - (iii) use the faster speed for all-over facial application; and
 - (v) use the slower speed for spot application, if desired.

23. The apparatus of claim 22 wherein the faster speed delivers foundation product at a flow rate of about 4 to about 18 ml/hr.

24. The apparatus of claim 22 or 23 wherein the slower speed delivers foundation product at a flow rate of about 2.4 to about 10.8 ml/hr where the low speed is about 0.2 to 0.8 times the faster speed.

25. The apparatus of claim 22 wherein the instructions instruct the applicator to apply the foundation to the face in the four sections of the forehead, cheeks, and nose, wherein the foundation is applied lastly to the nose.

26. The apparatus of claim 25 wherein the instructions instruct the applicator to (i) first use the faster speed for a first all-over facial application, then (ii) assess whether an additional all-over application or spot application is desired, (iii) apply any additional desired application identified in (ii), and repeat steps (ii) and (iii) until the desired appearance is obtained.

27. The apparatus of Claim 25 wherein the instructions are directed to self-application and comprise instruction to apply the foundation beginning with the jawline area and moving up the face.

28. A method of training a person to self-apply a cosmetic foundation to the face by electrostatically spraying the foundation onto the face, wherein the method comprises the steps of:

(A) providing an electrostatic spray apparatus for applying a cosmetic foundation to the face, comprising

- a) a reservoir containing the cosmetic foundation to be delivered, the foundation being in electrostatically sprayable form;
- b) a delivery means which is a nozzle in communication with the reservoir, the nozzle having an end from which the foundation is sprayed;
- c) a high voltage generator generating voltage in the range of about 3 to 20 kV powered from an electricity source;
- d) a control means for selectively applying the high voltage from the generator to the delivery means such that the apparatus has two or more speeds providing sprayed foundation at two or more flow rates corresponding to the speeds;

(B) presenting contextual elements comprising

- a) explaining safety of the apparatus, foundation and electrostatic-spray process;
- b) explaining how the spray works; and/or
- c) demonstrating the spray on a substrate other than the wearer's face;

- (C) presenting application techniques comprising instructions to, during application
- a) keep the end of the nozzle from about 9 to about 13 cm from the face;
 - b) move the nozzle at a steady pace without stopping while the apparatus is operating;
 - e) use the faster speed for all-over facial application; and
 - f) use the slower speed for spot application, if desired; and
- (D) applying the foundation to the wearer's face by using the electrostatic spray apparatus.

29. The method of claim 28 wherein the training is performed with the assistance of a second party.

30. The method of claim 29 wherein step (d) comprises a step of joint application by the second party and the wearer.

31. The method of claim 30 wherein step (d) comprises (i) a first step of application by the second party (ii) a second step of joint application by the second party and the wearer, and (iii) a third step of application by the wearer.

32. The method of claim 31 wherein the second step (d)(ii) the second party first applies foundation to one half of the wearer's face and the wearer then applies foundation to the other side of the face.

33. The method of claim 31 wherein steps (d)(i)-(iii) are performed on separate days.

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